



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Strategic Media Placement  
7669 Slegers Loop  
Delaware, OH 43205

# Contract # 335286

Schedule Dates 10/03/12-10/05/12  
Advertiser Pol/K. Rothfus/R/Congress (13160)  
Agency/T-Code Strategic Media Placement (3469)/157739025  
Product Political - Federal Candidate (1067)  
Brand POL/K. ROTHFUS/R/CON/PA (130629)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name EVERSOLE, WHITTNEY  
Phone/Fax /  
CPE 2802  
Account Types National/Political  
Billing Type Standard  
Comments KETHI ROTHFUS 10/03  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/02/12  
Last Modified 10/04/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06361497  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,431.25  
Net Total \$19,443.75  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Oct. 2012  
Grand Total: 24 \$22,875.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:59A- Channel 11 News 6am				1	1	1			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/1	10/2/12
2.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5P- 5:30P (EST)				1	1	1			3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 5-530P/2	10/2/12
3.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:30P- 6P (EST)				1	1	1			3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/3	10/2/12
4.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	5:58P- Channel 11 News At 6pm M-F				1	1	1			3	\$775.00	\$2,325.00	Pittsburgh (WPXI)	NEWS 6-630P/4	10/2/12
5.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	6:59P- Jeopardy				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/5	10/2/12
6.0	Normal Line / Spot	10/03/12-10/05/12	5	:30	7:30P- WHEEL OF FORTUNE				1	1	1			3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	WHEEL 730-8P/6	10/2/12
7.0	Normal Line / Spot	10/03/12-10/05/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P				1	1	1			3	\$2,000.00	\$6,000.00	Pittsburgh (WPXI)	LATE NEWS/7	10/2/12
8.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	7A- 8A (EST)							2		2	\$625.00	\$1,250.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/8	10/4/12
9.0	Normal Line / Spot	10/05/12-10/05/12	4	:30	5:29A- Channel 11 News 530am							1		1	\$550.00	\$550.00	Pittsburgh (WPXI)	NEWS 530-6A/9	10/4/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.